



SIPCO ENHANCES LICENSING TEAM

SIPCO, LLC is pleased to announce significant changes and enhancements to its Wireless Mesh patent licensing program. These recent developments will be of direct interest to, and will benefit the entire home and commercial building automation community, as well as those implementing other wireless mesh protocols.

In order to better serve the industry and prospective licensees, and to be able to respond to the varying business models and ecosystems, SIPCO re-assumed all licensing activities previously managed by its licensing agent MPEG-LA.

SIPCO is now better situated to directly address any unlicensed and emerging industry opportunities for the portfolio. SIPCO allocated additional resources and expanded its capabilities to focus on these efforts, and transition to a more flexible and direct company focused industry approach.

As part of this transition, SIPCO and IntusIQ appointed Bob Colao (see below for contact information), Chief Licensing Executive to lead the overall licensing program. Bob has extensive management and intellectual property/patent licensing experience including executive positions with both Nokia's and IBM's corporate IP functions. Bob is available to meet and discuss questions that you or any industry participants may have with respect to the technology of its inventor and Chairman T. David Petite and its portfolio of patents that were developed as he deployed his inventions in the late 90s and 2000's.

SIPCO worked with its licensees to incorporate enhancements to its licensing agreements, which are the direct result of feedback received from its customers, both current and prospective licensees, including several Z-Wave Alliance members, Zigbee manufacturers and other industry standard protocols. A simpler and more flexible license, alongside a new license structure for lower priced, high volume products below \$30 is designed to help enable the industries adoption of the technology.

The intent of these changes is to provide greater benefit to the industry and the continued and expanded acceptance/growth of the technologies developed by T. David Petite, and the standards that adopted his inventions.

Please feel free to reach out directly to Bob or myself – we would be pleased to meet with you.

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